**Reporting to *The New York Times***
**Bestseller List**

**What it is**

*The New York Times* Bestseller List, released every Sunday in the newspaper’s Book Review, reflects sales reported by vendors offering a wide range of general interest titles. The sales venues for print books include independent book retailers; national, regional and local chains; online and multimedia entertainment retailers; supermarkets, university, gift and discount department stores; and newsstands.

**Why it matters to publishers**

This list is incredibly important to publishers and they strive to get their books on the list as quickly as possible after a book’s release. Making the list means the book gets special recognition and display space in bookstores, which leads to increased sales.

**Why it matters to booksellers**

Being a reporting store greatly influences your ability to host an author on their publisher-sponsored book tour, especially if you have proven to draw large crowds and can sell lots of books. Your efforts helps a book get on the NYT Bestseller List, climb the list, and continue to sell.

It’s also increasingly important for independent booksellers to secure the independent bookselling channel as a critical part of the industry.

**When you become a reporting store:**

 • Every Tuesday you’ll receive an email letting you know what titles will be featured in the Book Review the following weekend, giving you advance notice to order these titles for your loyal readers.

 • You’ll also receive the *Times Digest* with the pdf containing the Best Sellers Lists a week and a half before it hits the printed edition.

 • You’ll also receive a complimentary copy of the printed Book Review sent directly to your store.

**Here’s the page to request to join the**
**Bestseller Reporting Stores list:**

**https://www.bestsellers.nytimes.com/newstoreapp**

or email nytbestsellers@nytimes.com